

MERIT - January

PHILIP MORRIS U.S.A.
ADVERTISING
1981

MUL - effective 2/2 ☒ = 3 pg. unit

	JAN				FEB				MAR					APR				MAY				JUNE				JULY				AUG				SEPT				OCT				NOV				DEC						
	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
WEEK STARTS MONDAY																																																				
MAGAZINES																																																				
(By on sale dates)																																																				
TV Guide	X	X			X	SP		SP				X					X																																			
Time	X	X			X	SP	X	SP		X		X		X		X		X																																		
Newsweek	X	X			X	SP	X		SP																																											
People	X	X			X	SP	X	SP		X		X		X		X		X																																		
Sports Illustrated	X	X			X	SP	X		SP																																											
U.S. News & World Rep.	X	X			X	SP	X	SP		X		X		X		X		X																																		
Us						←SP→				←→																																										
Playboy						←SP		X		→																																										
Penthouse						←SP		X		→																																										
Esquire								X		→																																										
Inside Sports								X		→																																										
Family Circle						←	X	SP	X	SP	X	→																																								
Woman's Day						←	X	SP	X	SP	→																																									
Better Homes & Gardens						←	X		SP	X	SP	X	→																																							
McCalls						←	SP		X	SP	→																																									
Ladies Home Journal						←	X	SP	X	SP	X	→																																								
Redbook						←	SP	X	SP	X	→																																									
Cosmopolitan						←	X	SP	X	SP	→																																									
Self						←			X	→																																										
Bon Appetit						←			X	→																																										
Cuisine						←				→																																										
Gourmet						←			X	→																																										
House & Garden						←			X	→																																										
Metropolitan Home (Apt Life)						←				X	→																																									
House Beautiful						←					→																																									
Glamour						←					→																																									
Mademoiselle						←				X	→																																									
Vogue						←				X	→																																									
Harper's Bazaar						←				X	→																																									

2040681876

PRIT - January

PHILIP MORRIS U.S.A.
ADVERTISING
1981

IL - effective 2/2

	JAN				FEB				MAR					APR				MAY				JUNE				JULY				AUG				SEPT				OCT				NOV				DEC						
	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28
WEEK STARTS MONDAY																																																				
MAGAZINES (Continued)																																																				
Changing Times																																																				
Life																																																				
Psychology Today																																																				
Travel & Leisure																																																				
Money																																																				
Omni																																																				
Signature																																																				
Games																																																				
Atlantic																																																				
Harpers																																																				
Next																																																				
Panorama																																																				
Saturday Review																																																				
Discover																																																				
Tennis																																																				
Southern Living																																																				
New York																																																				
New Jersey																																																				
Connecticut																																																				
Philadelphia																																																				
Boston																																																				
Washingtonian																																																				
Texas Monthly																																																				
D																																																				
Commonwealth																																																				
Warwheel																																																				
Sandlapper																																																				
SUPPLEMENTS																																																				
Parade																																																				
Sunday (Select)																																																				
Family Weekly																																																				

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MUL - effective 2/2

$$\textcircled{X} = 2 \text{ color}$$

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**PHILIP MORRIS U.S.A.
ADVERTISING
1981**

	JAN				FEB				MAR					APR				MAY				JUNE				JULY				AUG				SEPT				OCT							
	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26		
WEEK STARTS MONDAY																																													
PG ABCD ALL TA's							X	X		X		X	X																																
PG ABC ALL TA's							SP	X		ST		X	X																																
PG ABC 47 TA's							X	X		X		X	X				X	X																											
USSPI							X	X		X		X	X				X	X																											
NATL							X	X		X		X	X				X	X																											
											</																																		

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